



# **UNCONFIRMED Minutes**

of the

## **Economic Development Committee**

### **Ordinary Meeting**

|       |  |
|-------|--|
| Date  | 15 March 2016                                  |
| Venue | Council Chamber<br>515 Mackay Street<br>Thames |

#### **Present**

|        |   |
|--------|---|
| B Page | PL French<br>GF Leach<br>D Connors<br>G Christian |
|--------|---|

#### **In Attendance**

Ben Day, Ben Dunbar-Smith, Michelle Baker, Lurna White

|                          |      |
|--------------------------|------|
| <b>Meeting Commenced</b> | 9:05 |
|--------------------------|------|

|                    |              |               |               |
|--------------------|--------------|---------------|---------------|
| <b>Adjournment</b> | <b>Start</b> | <b>Finish</b> | <b>Reason</b> |
| Chairperson Page   | 10:39        | 10:58         | Morning Tea   |

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# 1 Meeting conduct

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## 1.1 Apologies

### Resolved

That the Economic Development Committee receives the apologies from Councillor Brljevich and Chris Greive.

**Moved/seconded by:** Connors/Leach

## 1.2 Public forum

### 1.2.1 St Johns - John Armid

Mr Armid St Johns presented to the Committee on the recent installation of a Lightwire tower above St Johns in Thames. The access to broadband from this tower had allowed improvements to service for not only St John but now other businesses in the Thames CBD.

Lightwire had allowed them to monitor all vehicles across the district, send electronic forms to hospitals and GPs and would eventually be working towards being able to remotely connect to a specialist while filming the patient on scene to provide more immediate care. (This was happening elsewhere in the world but not yet in New Zealand).

Whitianga would be the next area of need however they see this happening in conjunction with a new medical centre which would cater for remote medicine.

The Committee queried whether the increase in service had a budget implication for them, Mr Armid advised there was no budget overrun from this specifically although budgets were always very tight and they were anticipating a two year deficit before they came out of it.

### 1.2.2 John Sanford

Mr Sanford spoke to the Committee regarding the concept of an underwater sculpture park possibly off Maharangi and based out of Whitianga.

The original concept was initiated by Scott Lee however since he had become a trustee on Destination Coromandel Mr Sanford has taken over the drive for this project.

The concept was based on the Jason deCaires Taylor underwater sculpture parks, however the theme for these pieces would be looking to tell the stories of the area. Mr Sanford had already contacted Ngati Hei given they were looking to have the sculptures on the seabed and they were supportive of the idea. The first possible story they would be looking to tell with these sculptures was the arrival of Kupe in his waka with other possible sculptures being the arrival of Cook being greeted by Maori. Mr Sanford had also been in touch with the Hauraki District Council, Hauraki Gulf Forum, Thames Coromandel District Council and Department of Conservation regarding this idea.

Mr Sanford was working towards having the first pieces go into the water in November 2017 with it continuing to be curated and added to over the next 50 years. The timing was to tie in with the beginning of summer and also the international dive festival in Mercury Bay. They would continue to add to it each year during this festival as they had indicated potential ongoing support for the installation and maintenance of this project. There would be a day of celebration at the lowering of the pieces into the water.

The sculptures would be made from terrazzo concrete, which was very fine and had no air bubbles. Each year a theme would be chosen for people submit on. A winner would be chosen and they would then make the full size version which would be sent to a Terrazzo place to be made. Part of this project included an onshore interpretive centre which could be located at the Mercury Bay Museum.

The Committee queried whether this project had an organisation structure or funding plan. Mr Sanford had approached the Tourism Growth partnership and there was potential for \$800,000 towards the project. He also had interest from Te Puni Koriri and some other wealthy benefactors. Mr Sandford could not yet provide an overall cost for the project as the work had not been done. Thus far all the leg work had been done by Mr Sanford however he needed to develop a business case and look for consumer feedback through an online survey. He has approaching the Committee to ask for a contribution of \$20,000 towards the online survey and developing a business case for the project.

The Committee advised this may be better funded through Destination Coromandel given they were tasked with the focus of visitor spend.

**Resolved**

That the Economic Development Committee receives Mr Armid and Mr Sanford in public forum.

**Moved/seconded by:** French/Christian

### **1.3 Items not on the agenda**

No additional items were added to the agenda.

### **1.4 Conflict of interest**

No conflicts of interest were declared.

### **1.5 26 November 2015 - Economic Development Committee minutes for confirmation**

**Resolved**

That the Economic Development Committee confirms the minutes of the meeting held 26 November 2015 as a correct record of proceedings.

**Moved/seconded by:** French/Connors

## 2 Economic Development Strategy and Work Programme

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### 2.1 Food Trail and Food Guide report

Staff provided an update to the Committee on the development and promotion of the "Coromandel Food Trail" with the Coromandel as a niche food/artisan/arts destination and requested direction from the Committee on where funds should be committed towards promoting the Coromandel artisan food products and producers to a wider audience (national and international) for 2016-2017.

The Committee discussed the focus needed to be on Auckland rather than Waikato as the target audience. Staff advised that ATEED had conveyed that the Coromandel would be part of the junket list for the 2017 World Food and Travel Convention.

ATEED could not provide the subsidy for the Auckland food show this year as they could not be seen to be continuously subsidising other areas. Therefore the cost of having a stall there would be close to \$20,000. Staff may be able to secure around \$2,000 from the private sector towards the cost.

The Food Trail would have an official launch in conjunction with Fullers. The brochures with 39 different providers were tabled for the Committee.

The Committee agreed on option A agree, option B agreed, Option D spread over two years. With caveat that we need x amount of funding from the private sector.

#### Resolved

That the Economic Development Committee:

1. Receives the 'Food Trail and Food Guide report 'report dated 23 February 2016.
2. Supports on-going promotion and development of the Food Trail marketing/guide and product, along with working with Destination Coromandel on an on-going campaign to promote the Coromandel Food Trail Guide.
3. Select option A, B and D underwriting \$20,000 a split over 15/17 with industry contribution.

Moved/seconded by: Leach/Page

### 2.2 Economic Development Programme Manager's report

The Economic Development Programme Manager provided an update on work undertaken in the November 2015-February 2016 period.

The Economic Development Programme Manager advised he had received further information from MBIE on the broadband bid. Council needed to confirm the availability of our contribution to rural broadband for the year 2016/17. Staff requested the funds be carried over to the next financial year.

The Committee asked staff to develop a business case for areas outside those being considered by the government to consider for support to facilitate better broadband coverage where a district impact could be proven rather than just a local issue.

### **Resolved**

That the Economic Development Committee:

1. Receives the 'Economic Development Programme Manager's report', dated 21 February 2016.
2. Agrees to allow the government agency assessing the bidding for Crown Fibre Holdings to advise potential ultra-fast broadband suppliers of the Council's proposed contribution of \$125,000 towards supporting the Government's programme of broadband upgrades.
3. Requests Council to transfer the unspent allocation of \$125,000 in the "Urban and Rural Broadband Investment" project in the 2015/16 year, to the 2016/17 financial year, given that the Government has indicated commercial negotiations regarding ultra-fast broadband may not be finalised before the end of June 2016.

**Moved/seconded by:** French/Connors

## **3 Reports**

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### **3.1 Sponsorship of the K2 Cycle Race**

The Economic Development Committee was asked to reconsider the decision made at its 26 November 2015 meeting to sponsor the K2 Cycle Race for the 2015-16 year in order to foster the event and encourage the development of corporate sponsorship. Since November, the K2 organisers had obtained a \$15,000 a year corporate sponsorship for three years, which was subject to Council support for three years. Staff sought the extension of the Council sponsorship for the next three years.

The Committee discussed the option of reducing the funding over the three year period to allow the race organisers to learn to be self-supporting.

The Committee did not want to jeopardise the events new sponsorship. The Committee and provided up to \$10,000 a year for three years for staff to negotiate with the event operators and the sponsors to include looking at the option of Council reducing their financial support each year.

### **Resolved**

That the Economic Development Committee:

1. Receives the 'Sponsorship of the K2 Cycle Race' report dated 25 February 2016.
  2. Acknowledges the K2 organiser's success in attracting significant corporate sponsorship, and supports the extension of the K2 grant over a three year period.
  3. Provides a grant of \$10,000 for the first; year up to \$10,000 for the second and third years - subject to the K2 organisers continuing to obtain an appropriate level of corporate sponsorship, and that the event continues to grow above the current 1150 rider level.
  4. Allows for staff to pay the first year's grant of \$10,000 in two tranches - one in March
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2016, and the second in July 2016, with subsequent years being paid in February and June each year.

5. Permits the Coromandel Seafood Festival to shift the dates to 7-8 May, and still retain the Major Events Grant funding
- 6 Delegates to the Economic Development Programme Manager the authority to sign funding contracts with the successful Major Events applicants, once relevant payment conditions have been met.

**Moved/seconded by:** Connors/Leach

### **3.2 Six-monthly report from Destination Coromandel and I-Sites**

Hadley Dryden and John Sanford presented to the Committee the six-monthly reports from Destination Coromandel and the Mercury Bay and Thames I-Sites.

#### **Resolved**

That the Economic Development Committee receives the 'Six-monthly report from Destination Coromandel and I-Sites' report, dated 1 March 2016.

**Moved/seconded by:** Leach/Connors

### **3.3 Members' reports**

Deputy Mayor French requested that updates on the anchor projects be reported on at each Economic Development Committee meeting.

Mayor Leach advised that with the Chief Executive David Hammond leaving at the end of March there would be a gap on the Hauraki Rail Trail Charitable Trust (HRTCT) and he asked that Councillor Connors filled this role in the interim.

#### **Recommendation**

That the Economic Development Committee:

1. Receives the Members' reports from Mayor Leach and Deputy Mayor French.
2. Nominates Councillor Connors to the position of the Hauraki Rail Trail Charitable Trust with the departure of Chief Executive David Hammond.

**Moved/seconded by:** French/Christian

## 4 Public excluded

### Recommendation

That the public be excluded from the following parts of the proceedings of this meeting namely:

| <i>Item</i> | <i>General subject of each matter to be considered</i> | <i>Reason for passing this resolution in relation to each matter</i>  | <i>Ground(s) under section 48(1) for the passing of the resolution</i>   |
|-------------|--|---|--|
| 4.1         | February 2016 - Business Broker report                 | <b>7(2)(b)(ii)</b> – Protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information. | <b>(48)(1)(a)(i)</b> – That the public conduct of the whole or the relevant part of the proceedings of the meeting would be likely to result in the disclosure of information for which good reason for withholding would exist. Where the local authority is named or specified in the First Schedule to this Act, under section 6 or section 7 (except section 7(2)(f)(i) of this Act. |

**Moved/seconded by:** French/Page

### Resolved

That the public be re-admitted to the meeting and resolutions taken with the public excluded be confirmed in the public session except for the following items which are to remain in the public excluded minute book.

| <b>Item</b> | <b>Description</b>                     |
|-------------|--|
| 4.1         | February 2016 – Business Broker report |

**Moved/seconded by:** Connors/French

**Meeting closed at 13:04**

The foregoing minutes were certified as being a true and correct record of the meeting of the Economic Development Committee held on 15 March 2016.

Chairperson \_\_\_\_\_ Date \_\_\_\_\_